

Table D
2004 Utah Market Share Report
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Rank	Company Name	Percent of Market	Direct Premiums Earned
1	Cuna Mut Ins Society	25.38%	\$3,452,845
2	Life Investors Ins Co Of Amer	12.96%	\$1,762,757
3	American Bankers Ins Co Of FL	9.82%	\$1,336,673
4	American Security Ins Co	9.46%	\$1,287,204
5	American Natl Ins Co	7.76%	\$1,055,957
6	Landcar Life Ins Co	6.46%	\$878,585
7	Union Security Life Ins Co	5.42%	\$737,589
8	Household Life Ins Co	4.49%	\$611,113
9	Central States Ind Co Of Omaha	3.64%	\$495,283
10	American Bankers Life Assur Co Of FL	1.75%	\$237,424
11	American Health & Life Ins Co	1.68%	\$229,182
12	Protective Life Ins Co	1.44%	\$195,741
13	Centurion Life Ins Co	1.38%	\$188,056
14	Central States H & L Co Of Omaha	1.23%	\$167,769
15	American Underwriters Life Ins Co	1.07%	\$145,662
16	Merit Life Ins Co	1.07%	\$145,109
17	American Specialty Hlth Ins Co	0.67%	\$90,563
18	American Modern Life Ins Co	0.56%	\$75,540
19	Guarantee Trust Life Ins Co	0.51%	\$69,296
20	American Gen Assur Co	<u>0.47%</u>	<u>\$64,597</u>
TOTAL FOR TOP 20 RANKED INSURERS		97.22%	\$13,226,945
TOTAL FOR ALL 51 INSURERS WRITING THIS LINE		100.00%	\$13,605,180